

ROB ELIAS

President/CEO

Tucson Hispanic Chamber of Commerce

Profession: Association/Non-Profit

Application received: September 30, 2023

Nominated by: Bruce Dusenberry



NEW MEMBER NOMINATION FORM

AIRPORT AUTHORITY
TUCSON INTERNATIONAL AIRPORT • RYAN AIRFIELD

An Active or Emeritus Member TAA Member must complete and submit this nomination form in collaboration with the potential nominee. The nomination form and additional requested documentation must be received by the TAA Clerk **no later than 11:59 p.m. on October 1, 2023.**

GENERAL INFORMATION			
Name: Rob Elias		Length of residency*: 44 years	
Home Address:			
E-mail Address:			
Home Phone No.:		Mobile Phone No.:	
PROFESSIONAL INFORMATION			
Company: Tucson Hispanic Chamber of Commerce		Profession/Industry: Chamber of Commerce	
Position/Title: President/CEO			
Work Address: 823 E. Speedway Blvd. Tucson, Arizona 85712			
Work Phone No.: 5206200005		Work E-mail Address: president@tucsonhispanicchamber.org	
DEMOGRAPHIC INFORMATION (Optional)			
What is your race/ethnicity? Please mark the one box that describes the race/ethnicity with which you primarily identify.	<input checked="" type="checkbox"/>	Hispanic or Latino: a person of Cuban, Mexican, Chicano, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.	
	<input type="checkbox"/>	White: a person that has origins in any of the original peoples of Europe, the Middle East, or North Africa.	
	<input type="checkbox"/>	Black or African American: a person that has origins in any of the Black racial groups of Africa.	
	<input type="checkbox"/>	Asian: a person that has origins in any of the original peoples of East Asia, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.	
	<input type="checkbox"/>	Native Hawaiian or Other Pacific Islander: a person that has origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.	
	<input type="checkbox"/>	American Indian or Alaska Native: a person that has origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.	
	<input type="checkbox"/>	Two or More Races: a person who primarily identifies with two or more of the above race/ethnicity categories.	
What is your gender? Please mark the one box that describes the gender with which you primarily identify.	<input checked="" type="checkbox"/>	Male	What is your age? Please mark one box below.
	<input type="checkbox"/>	Female	
	<input type="checkbox"/>	Non-binary	
	<input type="checkbox"/>	Under 40	
	<input checked="" type="checkbox"/>	41-50	
	<input type="checkbox"/>	51-60	
	<input type="checkbox"/>	Over 60	
Do you have a disability? Please mark the appropriate box.	<input type="checkbox"/>	Yes, I have a disability (or previously had a disability).	
	<input checked="" type="checkbox"/>	No, I do not have (nor have I previously had) a disability.	

*Length of residence in the Tucson International Airport air service area. Pursuant to Section 2.1.1 of the TAA Bylaws, this area encompasses "the general Southern Arizona region."

QUESTIONNAIRE

Is the potential nominee a local, State, or Federal elected official or government employee? <i>If "Yes," list the agency and position/title below. Also, submit a copy of the job description along with the nomination form.</i>	YES	NO
	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Please summarize the nominee's professional background and expertise. *(Additional detail may be provided in the nominee's Letter of Interest)*

I have served in leadership capacities over the last 20 years in Tucson primarily in the marketing/branding/company culture space. One commonality in my various roles has been a need to contribute towards helping the community and making Tucson a better place to live. Serving in any capacity with the Tucson Airport Authority would be incredibly gratifying as a vibrant city must have a vibrant airport.

Please list activities demonstrating the nominee's care and commitment to community service or involvement, including previous or current membership in non-profit or community organizations and the duration of service.

ORGANIZATION/INVOLVEMENT	DURATION OF SERVICE
Reid Park Zoo Board of Directors	1 year
Downtown Tucson Partnership Board of Directors	2 years
Santa Cruz County Valley National Heritage Area Board of Directors	Just selected
Honorary Commander - Davis Monthan Air Force Base	Just selected

Please describe how the nominee's personal experience will translate into becoming a fierce advocate of TAA in local, national, and international communities. *(Additional detail may be provided in the nominee's Letter of Interest)*

I am a native Tucsonan that takes tremendous pride in promoting the responsible growth of Tucson. I have been a strong advocate for TAA for many years and have promoted flying Tucson even before my current role with the Tucson Hispanic Chamber.

My work permits me access to large audience across Southern Arizona and into Sonora, MX. We have highlighted TAA in many platforms and our promotion of our

QUESTIONNAIRE

Please indicate any of the TAA advisory councils which might benefit from the potential nominee's working knowledge, membership, and participation.

COUNCIL		
Audit		
Corporate Governance		✓
Finance and Risk Management		
Finance and Risk Management – Environmental/Sustainability Sub Council		✓
Nominating		

Provide a brief explanation of how the TAA will benefit from their participation on the council(s) indicated.
(Additional detail may be provided in the nominee's Letter of Interest)

Corporate governance within a board of directors is crucial as it ensures transparency, accountability, and ethical decision-making. Effective corporate governance also fosters investor confidence and long-term organizational sustainability, promoting responsible and strategic business practices. I believe my work background with boards from both perspectives would help contribute to the incredible work that is

References

	NAME	E-MAIL ADDRESS	PHONE NO.
1.	Karla Bernal Morales		
2.	Edgar Soto		
3.	Kate Calhoun		

Nominated By:

TAA MEMBER (NAME)	SIGNATURE	DATE
Bruce Dusenbury		09/19/2023

Due Date: October 1, 2023 by 11:59 p.m.

Email to:

bjones@flytucson.com

Mail to:

Tucson Airport Authority
 Attn: TAA Clerk
 7250 S. Tucson Blvd., Ste. 300
 Tucson, AZ 85756

A **complete** nomination packet must include the following:

- **New Member Nomination Form** (Signed and dated by a current Active Member or Emeritus Member)
- **Statement of Interest Letter**
- **Resume**
- **Biographical Information** (e.g., company profile, website, or LinkedIn profile)
- **Executed Disclosure Statement**

September 15, 2023

Dear Members of the Board,

President/CEO:
Rob Elias

Officers:

Board Chair:
Karla Bernal Morales

Vice Chair:
Patty Ruiz

Secretary:
Shaima Namazifard

Treasurer:
Julia Strange

Directors:

Ericka Aguilar

Justin Castillo

Consul Rafael Barceló Durazo

Manuel Felix

Louis Fernandez

Grant Krueger

Calline Sanchez

Edgar Soto

Lindsay Welch

I am writing to express my interest in serving and contributing to your esteemed organization. With a deep passion for community development and a background in corporate strategy, I am committed to contributing my skills and experience to further the organization's mission. Throughout my career, I have honed my abilities in strategic planning, financial analysis, and team leadership, skills that I believe are essential in guiding the organization towards sustainable growth and impactful initiatives.

What excites me most about your organization is its unwavering dedication to creating positive change in our community. I am enthusiastic about the prospect of collaborating with fellow members to formulate innovative strategies, ensure fiscal responsibility, and enhance stakeholder engagement. Additionally, my commitment to ethical practices aligns perfectly with your organization's values, and I am eager to uphold and strengthen the high standards of corporate governance within the board.

I am confident that my unique blend of skills and my genuine passion for progress make me an ideal candidate for this role. I look forward to the opportunity to discuss in further detail how my background and vision can contribute to the continued success of your organization.

Thank you for considering my application. I am excited about the possibility of working closely with you all to make a meaningful impact on our community.

Warm regards,



Rob Elias
President/CEO
Tucson Hispanic Chamber of Commerce &
Southeast Arizona Hispanic Chamber of Commerce

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Rob Elias

Officers:
Board Chair:
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Vice Chair:
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Secretary:
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Edgar Soto
Lindsay Welch

COMPANY INFORMATION

Common Purpose:

To inspire extraordinary community and meaningful commerce in new ways.

Mission Statement:

To foster economic & societal conditions that allows both commerce and consumer to thrive in the bicultural region of the Arizona-Mexico border.

Vision Statement:

To build upon a disruptive belief that business must be personal. We can achieve this through an open and genuine exchange of ideas, values, and connections. When we do this, we can move humanity forward.

Company Profile:

Founded in 1989, we are the largest Latino business organization in the state of Arizona representing nearly 1,400 member businesses in Tucson, Southern Arizona, and México.

BIOGRAPHICAL INFORMATION



president@TucsonHispanicChamber.org



<https://www.instagram.com/robliasofficial/>



<https://www.linkedin.com/in/eliasrob/>



<https://www.facebook.com/rob.elias.581/>

ROB ELIAS

THINKER / CONNECTOR / ORGANIZER

PROFILE

Creative executive with unique blend of analytical and communication skills. A big picture thinker with a track record of success in different industries and sizes ranging from start-ups to multi-million dollar organizations. Looking for an opportunities to help promote organizations that share to my values and purpose.



<https://www.instagram.com/robliasofficial/>



<https://www.linkedin.com/in/eliasrob/>



<https://www.facebook.com/rob.elias.581/>

EDUCATION

Bachelor of Arts, Political Science
University of Arizona • 2005

Disney Institute
Anaheim, California • 2014

WORK EXPERIENCE

President/CEO: Tucson Hispanic Chamber of Commerce, 2021-Present

- Expand the business community, including sponsors and collaborators.
- Find new business opportunities for members of the chamber
- Develop strategic plans and help members in taking their business on regional scale and beyond.
- Stay current with national and local business policies and regulations.
- Collect and share business news from within the country and across the world with members.
- Organize business events and initiatives that are beneficial for members and the community.
- Represent the chamber of commerce to education, government, and other fields.

Director, Marketing & Communications: Tucson Botanical Gardens, 2018-2021

- Managed all external efforts for the organization that included company-wide branding, campaigns, media buying, social platforms, design, and operational efficiency when relating to enhancing the guest experience.
- Significantly increased the brand awareness of the Tucson Botanical Gardens by focusing on engaging with print/news media as well as social media. These emphasized efforts on social media (Instagram) grew our platform from 1,800 followers to nearly 22,000.
- Was asked to be a keynote speaker at two Annual Public Gardens Association (APGA) Conferences on the topics of Brand vs. Culture and Enhancing the Guest Experience.

Founder: Elias Consulting Co., 2015-Present

- I study and analyze behavioral patterns in people and companies for the purpose of influencing meaningful change.
- I apply skills learned such as mindfulness and purpose from people like former monk and author Jay Shetty and have studied business and company culture from organizations such as the Disney Institute. This combination of insights has enabled me to work with a wide variety of people while covering a broad range of topics.
- These tools have allowed me to work with executives and teams from start-ups to multi-million dollar companies and has allowed me to help them grow through a focus on culture training, selection, and engagement.

R O B E L I A S

THINKER / CONNECTOR / ORGANIZER

ACCOMPLISHMENTS

Author/Guest Columnist

"Creating Ambassadors of Happiness" BizTucson Magazine • Fall 2016

Author/Guest Columnist

"A Pinch of Pixie Dust Key to Business Success" BizTucson Magazine • Winter 2012

Top 40 Business Executives Under 40 Tucson • 2007

Inaugural Recipient of Sonoran Spirit Award Tucson Metro Chamber • 2011

Candidate for Tucson City Council, Ward 1 City of Tucson • 2019

WORK EXPERIENCE (CONT'D)

Co-Founder: Oro Valley Music Festival, 2015-2017

- Co-Founded and organized Southern Arizona's largest music festival helping generate millions of dollars in economic impact to southern Arizona and thousands of dollars to local non-profit organizations.
- Successfully negotiated and cultivated a partnership with iHeart Radio to become the presenting sponsor of the 2-day festival while negotiating and securing contracts with artists/entertainers to create a memorable experience for the 30,000+ patrons.

CMO/COO: Paradigm Companies, 2015 - 2017

- Designed all portions of the company's overall brand that included multiple subsidiary healthcare related companies.
- Created compliance policies and protocols in an ever-changing healthcare industry designed to protect the company.
- Collaborated with the Sales team to create standards, materials and talking points in working with potential clients and helped cultivate and grow existing clients.

Vice President, Marketing/Communications: Pima Federal Credit Union, 2007 - 2015

- Lead a Marketing strategy which resulted in total asset growth from a \$225 million organization to a \$460 million organization in 6 years while managing a million dollar marketing budget.
- Was designated the credit union's "political champion" that focused on building relationships and communicating with our elected officials in Washington, D.C. on issues threatening the credit union industry.
- Initiated and executed a company-wide rebranding campaign that touched every level and aspect of the company. All marketing efforts from targeted campaigns, social media, annual reports, presentations, events and quarterly newsletters to service standards, employee on-boarding, employee engagement, culture training and community stewardship initiatives.
- Doubled product penetration within the existing member-base while increasing member satisfaction levels from a 78% "Extremely Satisfied" rating in 2011, to a 92% "Extremely Satisfied" rating in 2013. This rating of satisfaction was considered an industry leader in this category.

Member/Board of Directors Annual Disclosure Statement
(Adopted August 7, 2012)

Name:	Rob Elias
<p>In an effort to avoid any appearance of a lack of integrity and transparency in Tucson Airport Authority's decision-making processes, TAA has adopted a Conflict of Interest Policy applicable to all TAA members. In addition, members of the TAA Board of Directors are required to submit an annual disclosure statement to disclose (i) any personal or financial interests that have a reasonable likelihood to create, or to appear to create, a conflict of interest with TAA, and (ii) any current business relationships involving TAA.</p>	
I have the following personal or financial interests to disclose in accordance with the Policy:	
I have no personal or financial interests with TAA.	
In addition, I currently have the following business, contractual or other financial relations with the TAA:	
TAA is a current member of our chamber of commerce.	
<p>I have read and agree to comply with the Tucson Airport Authority Conflict of Interest Policy. I have disclosed on the attached form all potential conflicts and relevant business relationships involving TAA of which I am aware, if any. I will promptly report any changes that may create or appear to create a conflict of interest with TAA.</p>	
SIGNATURE	DATE
<i>Rob Elias</i>	09/30/2023